

Presentation to Town of Minto Council
Economic and Community Development
Master Plan

July 9, 2024



sequence
Strategy, Design and Marketing for Economic Development

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STAGES



Key
Sectors
Identified



MANUFACTURING



AGRICULTURE



HEALTH CARE



SMALL BUSINESS &
ENTREPRENEURSHIP



REAL ESTATE,
DEVELOPMENT &
CONSTRUCTION



Pillars Identified for Action



BUSINESS RETENTION
EXPANSION &
INVESTMENT
ATTRACTION (BREI)



SMALL BUSINESS /
ENTREPRENEURSHIP /
INNOVATION



NEWCOMERS



MARKETING AND
COMMUNICATIONS



REAL ESTATE



These pillars and action plans respond to the Town of Minto's 2024-2028 Strategic Plan Goals:

-
- Manage Our Infrastructure
 - Quality Of Life
 - Strong Vibrant Economy
 - Inclusive Community
 - Responsible Government

PILLAR ACTION PLANS



ECD's role - Lead, Collaborate, Facilitate or Advocate.



Priority - monthly timelines as Short (18 months), Medium (36 months), Long (60 months) or Current activities which are ongoing.



Partners are identified with roles.



Performance metrics for each action.

1. Business Retention Expansion & Investment Attraction (BREI)



Item	Action	Role	Priority	Partners
1.1	Continue and formalize an annual BR&E program which includes 2 way communication with business (<i>see MarCom CRM 4.4</i>)	L	S	ECD
1.2	Develop a business program to support business succession. Identify key partners and roles for development, funding, implementation and reporting.	L, C	M-L	ECD, Saugeen Connects, OMAFRA, BizLink
1.3	Use feedback from BR&E for input to partners for workforce development and training.	C	M	ECD, Workforce Partners, Education, Career Education Council
1.4	Provide input on planning and development process to eliminate red tape	C	S	ECD, B&P Dept
1.5	Promote business networking, supply chain opportunities and success stories for attraction and promotion of existing and future prospects.	L, C	O	ECD, MarCom, Chamber of Commerce
1.6	Share Minto's value proposition and assets for Investment Attraction, complete with sector marketing materials and site location info with Wellington County EcDev	L	M	ECD, MarCom
1.7	Keep website data and information current for programs, events and incentives – investment readiness.	L	O	ECD, MarCom
1.8	Collaborate with Chamber for Business Forum event to celebrate local business	C	L	ECD MarCom, Chamber of Commerce
1.9	(From Strategic Plan 3.1 b) Explore municipal versus private industrial land development to support additional business growth. (<i>see also #5. Real Estate Section</i>)	C	M	B&P, ECD

2. Small Business / Entrepreneurship / Innovation

Item	Action	Role	Priority	Partners
2.1	Continue support programs through LaunchIt, Saugeen Connects and the Chamber of Commerce (cross referenced to Strategic Plan 3.4c Enhance investment in "LaunchIt")	L, C	O	ECD/Saugeen Connects Chamber of Commerce
2.2	Move to Minto Business Attraction Campaign - continue to market downtown opportunities and retail mix for investment	L	O	ECD MarCom
2.3	Cross link with Actions in section 1. BREI to use feedback from visitations with businesses to have a better understanding of the business community and their needs, opportunities and connections.	L	O	ECD
2.4	Identify and promote the history of the culture of entrepreneurship and innovation in Minto. Examples include WC Smith, C&M Seeds, Wightman and Trusscore.	L	O	MarCom

3. Newcomers



Item	Action	Role	Priority	Partners
3.1	Support and advocate services for ESL, childcare and transportation	C	S-M	ECD /Wellington County
3.2	Continue incoming tours and promotion to attract prospective business owners and residents	L	Ongoing	ECD/Peel Newcomer Centre/County of Wellington/Saugeen Connects
3.3	Work with business groups to identify “business succession” opportunities for marketing and promotion. Adopt this as part of BR&E program.	C	M	ECD, MarCom
3.4	Support real estate development (Institutional / Commercial / Industrial and Residential) marketing for new investment	C	M	MarCom, ECD
3.5	(From Strategic Plan 4.4 a) Enhance our newcomers events in partnership with businesses. Support the Diversity, Equity and Inclusion (DEI) Committee including education on different cultures and the benefits of DEI for the community.	L	S	ECD/Local Immigration Partnership
3.6	(From Strategic Plan 4.4 b) Continue to work with Wellington County, Set 7, and others to expand English as a Second Language and other education programs locally. (see 3.1)	C	S	ECD/Wellington County/North Perth- Set 7/Resettlement Committees
3.7	(From Strategic Plan 5.5 c) Work with Wellington County to promote and deliver new immigrants’ programs and services in Minto.	C	M	ECD/Wellington County
3.8	Investigate the opportunity to participate in Immigration, Refugees and Citizenship Canada’s new Rural Community Immigration Pilot program or other future programs to support regional and / or rural community efforts for immigration sustainability.	L, C	S	ECD, Local and County Immigration Partners

4. Marketing & Communications

Item	Action	Role	Priority	Partners
4.1	Review of activities, assigning priorities, roles and collaboration partners (ECD vs Corporate)	L	S	ECD
4.2	Review time allocation and schedule of marketing and communication tasks, social media feeds etc.	L	S	ECD
4.3	Assess the value of an online and subscribed Town Quarterly Newsletter for efficiency and effectiveness	L	M	ECD
4.4	Identify tools and technology to implement for increased efficiency (CRM, Marketing Stack)	L	S-M	ECD
4.5	Ongoing website development using landing pages where appropriate	L	S	MarCom, ECD
4.6	Develop and maintain a yearly Marketing & Communications Plan that include both internal and external audiences	L	S	MarCom, ECD
4.7	Identify marketing and investment readiness opportunities that allow for realignment of communications to a CAO department and discuss with Senior Management for approval	L	S	MarCom, ECD
4.8	(From Strategic Plan 3.3 c) Continue to connect employers to developers to partner on housing development (<i>see 5.5 Real Estate</i>)	C	S	ECD/B&P
4.9	(From Strategic Plan 3.4 a) Promote agricultural businesses and farm supply chain (<i>see 1.5 BR&E</i>)	L	S	MarCom/WFA/Minto Chamber
4.10	(From Strategic Plan 2.2 a) Support Health Professional Recruitment and increase marketing of health care spaces	C	S	ECD/Minto-Mapleton Health Professional Recruitment Committee

5. Real Estate

Item	Action	Role	Priority	Partners
5.1	Market available real estate online and create marketing materials to promote Minto that will assist the residential and commercial/industrial private sector developers.	L, C	O	ECD MarCom
5.2	Provide preplanned tours for perspective investors	L	O	ECD
5.3	Track inquiries for new development requirements for input in employment lands planning	C	O	ECD, B&P Dept.
5.4	Provide feedback from existing business on infrastructure requirements	C	O	ECD
5.5	Support real estate development (ICI and residential) marketing for new investment	C	M	ECD MarCom
5.6	(From Strategic Plan 3.2 b) Promote industrial/commercial vacancy rebate program and explore alternate uses of buildings.	C	M	B&P Dept., ECD
5.7	(From Strategic Plan 3.2 a) Enhance Community Improvement Plan (CIP) programs	L	S	ECD/County of Wellington
5.8	(From Strategic Plan 3.3. a) Create a “Housing Affordability Committee” to provide recommendations to Council	C	S	B&P Dept., ECD/County of Wellington
5.9	(Form Strategic Plan 3.3 b) Continue to promote a broader range of housing in new development and construction of Accessory Dwelling units	C	M	B&P Dept., ECD/County of Wellington
5.10	(From Strategic Plan 3.4 d) Explore transitional residential/commercial zones outside the downtown cores	C	L	B&P Dept., ECD/County of Wellington

KEY RECOMMENDATIONS



1. REVIEW AND CATEGORIZE
EVENTS AND ACTIVITIES BY
DEFINING AS CORE / SECONDARY
/ COMMUNITY



2. DEVELOP WORKFLOWS
RELATING TO NEW EVENT AND
ACTIVITY CATEGORIES.



3. COMPLETE A MARKETING AND
COMMUNICATIONS WORKPLAN FOR
ECD



4. DISCUSS DEPARTMENT
STRUCTURE AND RESOURCE
REQUIREMENTS WITH SENIOR
MANAGEMENT TO ENSURE
SUSTAINABILITY AND SUCCESS
FOR ECD



Q & A -
DISCUSSION